

**Intellect Marketing and Sales Conference 2008:  
Smart Marketing and Intelligent Selling  
Monday 8 September 2008**

**AGENDA**

|                                    |   |
|------------------------------------|---|
| <b>09:00</b>                       | <b>Registration</b>   |
| <b>09:30</b>                       | <b>Welcome by Cindy Barnes, chair of the Intellect Marketing and Sales Group</b>  |
| <b>OPENING KEYNOTE</b>             |   |
| <b>09:35</b>                       | <b>Professor Neil Rackham</b><br>Integrating Sales and Marketing and how this can lead to revenue generation.   |
| <b>10:35</b>                       | <b>Coffee break</b>   |
| <b>THE INTELLIGENT SALESPERSON</b> |   |
| <b>11:00</b>                       | <b>Beth Rogers, Senior Lecturer, Portsmouth Business School</b><br>The development of account management as a career path, the importance of leadership in sales management, the growing sophistication of vocational training, the role of academic qualifications and the business drivers behind all of these. |
| <b>11:30</b>                       | <b>Bryn Thompson, Corporate Accounts Director, Pareto Law</b><br>Critical skills and behaviours that create top salespeople and how to select and develop the new generation of salespeople.  |
| <b>12:00</b>                       | <b>Sean Finnan, Managing Director, UK and Ireland, EDS &amp; President of Intellect</b><br>The role of the salesperson in a typical complex IT sale. The importance of putting the customer first and how to turn one-time purchasers into repeat buyers.   |
| <b>12:30</b>                       | <b>Lunch</b>  |
| <b>THE INTELLIGENT CUSTOMER</b>    |   |
| <b>13:30</b>                       | <ul style="list-style-type: none"> <li>• <b>Chris Haynes, Director of eDT CIT, Department for Work and Pensions</b></li> <li>• <b>Paul Kilner, Head of Business Relationship Management, eDT, CIT, Department for Work and Pensions</b></li> </ul> ABC in the Civil Service.                                      |

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|-------------------------------------|--|
| 14:00                               | <p><b>Rick Carey –COO GRCB Technology, Barclays Bank</b><br/>Buyer behaviours and motivations: the relationship with the salesperson. How buyers want to be approached and what are the best marketing and sales channels and approaches.</p>  |
| <b>SMART MARKETING</b>              |  |
| 14:30                               | <p><b>Professor Neil Rackham</b><br/>Introduction to smart marketing.</p>  |
| 14:50                               | <p><b>Nigel Fordham, Consultant, Wild Duck</b><br/>What is a brand? How important is brand loyalty? How can you make your brand work for your business? What are the 10 hard-learned lessons your organisation needs to know?</p>  |
| 15:20                               | <p><b>Rob Farmer, Director of Marketing Communications, Freeview</b><br/>Methods of marketing and thoughtful key messages for today's world.</p>   |
| 15:50                               | <b>Coffee Break</b>  |
| <b>ASSESSING YOUR EFFECTIVENESS</b> |  |
| 16:15                               | <p><b>Scott Logie, Managing Director, Occam Direct Marketing</b><br/>Data management. How do you segment and target your marketing efficiently? How can you ensure you get your audience right?</p>  |
| <b>CLOSING COMMENTS</b>             |  |
| 16:45                               | <p><b>Professor Neil Rackham</b><br/>Closing comments.</p>   |
| 17:25                               | <p><b>Neil G MacArthur, IDL Course Director</b><br/><b>Thought Leadership Solution Sales &amp; Marketing Plan Training</b><br/>IDL &amp; Intellect sales and marketing plan training on generating new solutions sales by engaging the compelling issues of green IT and business continuity or entering industries experiencing significant change including criminal justice and financial services.</p> |
| 17:30                               | <b>Drinks reception sponsored by IDL</b>   |

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